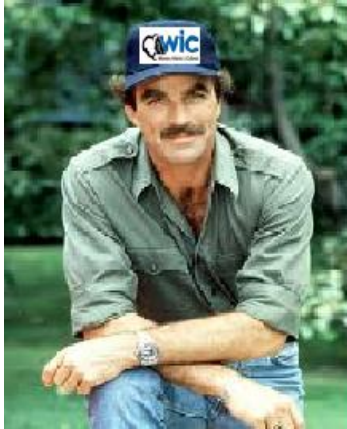


“Straight from the stache”



In the 1980s, and today – there are mysteries to be solved, and facts to be found. What can the experts of the 80s teach us about closing cases and making the WIC program better? Let’s interview one of the best investigators of his time, Thomas Magnum, Private Investigator. Now retired, Magnum P.I. was willing to spend some time sharing his insights with Arizona WIC.

Arizona WIC: So Magnum, what advice would you share with Arizona WIC Counselors based on your experience as a private investigator in Hawaii?

Magnum: Well, it’s important to remember your assignment. Concentrate on the job you have to do and give it your best. My job was to get to the bottom of matters that concern Robin Masters, my wealthy former employer. WIC achieves program objectives by getting to the heart of the matter to make a difference for Arizona families.

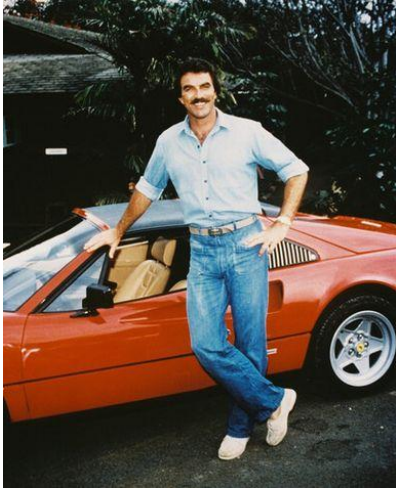
Arizona WIC: What made you good at your job?

Magnum: Obviously the skills that helped me survive combat missions as a Navy Seal were helpful as a private investigator, and also my trademark mustache. Being resourceful, well-conditioned, and making good decisions under pressure pay off in potentially dangerous situations. WIC Counselors may not have military training, but your skills to probe, offer healthy choices, and local referrals give you everything you need. Timing is everything.

Arizona WIC: So how do we improve our timing?

Magnum: Situational awareness, common sense. As an investigator in dangerous situations, I made sure I had contingency plans. I learned entries and exits, I took along partners to intervene when things got too intense. WIC is a little easier because your first contact with participants is always a critical stage of development. You can focus on a particular stage of development, and offer a little anticipatory guidance to make sure parents knows about changes to expect in months to come. Be sure to use your team if any situation gets out of your scope of practice.

Arizona WIC: You had a Ferrari and T.C.’s helicopter at your disposal. And a posh guest house, too. Is your success a result of the highbrow resources, or was it what you personally brought to the table?



Magnum: Great observation. It's true that the car, the chopper, and lots of things I had to beg out of Higgins helped me do things I couldn't do otherwise. But I put myself in a place where I could use my expertise to gain access to those tools. Unless I proved the worth of my services, I lost the tools. WIC isn't so different. The funding and the physical resources - especially resources for breastfeeding promotion and support - are unlike anything else in the community. It's really an elite program. The more you connect with and help participants needing those services, the more likely USDA is to put more tools into your hands to meet those needs.

Arizona WIC: So based on what you know about WIC, what's easiest single way to maximize our return on the work we do?

Magnum: It's all important, but the one thing that pays the biggest for a just few clicks on the keyboard is [the](#) Breastfeeding Surveillance pop up on the FI screen. If you didn't record that data, you'd lose millions. If you're missing women who actually did initiate breastfeeding even one time, or who are still nursing, you're losing money to help those women. It's probably a lot of people, right?

Arizona WIC: In FY 2011 we had 12,665 breastfeeding participants out of 43,148 postpartum participants. So Magnum, if you could leave us with one piece of advice, what would it be?

Breastfeeding Surveillance

Client: 13450004749 NOW 2 AND

1. Is this infant/child currently breastfeeding? ☐ No ☐ Yes

2. Has this infant/child ever breastfed? ☐ No ☐ Yes

3. How old was this infant/child when he/she completely stopped breastfeeding?

Days	Weeks	Months
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Why did you stop breastfeeding?

5. How old was this infant/child when he/she was first fed something other than breast milk?

☐ Not Applicable, Nothing Given

Days	Weeks	Months
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OK

Magnum: Keep making a difference in the lives of families, and get every dollar you can to help them by entering good Breastfeeding Surveillance data when you print FI's.

That Ferrari depreciated and I can't earn a living on Oahu anymore. To be honest, taking care of that baby with Ted Danson and Steve Guttenberg was better than anything I did as a private investigator. So I'd say keep investing your time and energy in serving Arizona families. They only grow in value.

Our thanks to Magnum! For those of you practicing your TGIF skills, we offer some revisions from the last examples we sent, plus a few more for you to try. TGIF, seriously it's Friday, to all you who make Arizona WIC grow in value by your heart and hard work.

"Why don't you take a picture, it will last longer!"

Did you ever build a house of cards? It probably fell. Or someone blew on it or crushed it.



Did you ever build a sand castle that that a sibling decided to "improve", and your work was lost forever? Or maybe some of you have lost some masterpieces of sidewalk chalk art. The world will never know the greatness of your work.

Sometimes a proud parent or friend has a camera in hand to capture some of these accomplishments, and they're preserved for a lifetime! You can look back to see the evidence of your hard work and talent.

Sadly, many of those proud moments may be lost forever because they weren't preserved.

What about your conversations at WIC? Just last week you spent hours in conversations with WIC participants. Does your TGIF method capture the great information that came from those conversations? Or is it lost in the mists of memory?

Our WIC families are always working on changes and have proud moments to share. Our TGIF notes are the camera we use to capture what phase of behavior change our clients are working on, and how to pick up where we left off.



Our conversations are the methods we use to learn about pregnancy history, infant feeding information, participant concerns, and the other things we are responsible for covering in our nutrition assessment. Is it getting captured for others to admire? Or are you the only witness of the great work you did during the appointment?

T: Doors
G: Healthy
I: No concerns.
F: Nut Ed



What?

Let's look at some sample TGIFs to decide what we think about the quality of the picture that we find in the Care Plan Notes. Then we can consider whether local, state, and federal WIC program staff will find evidence that we are providing the support, recommendations, and referrals that improve outcomes for WIC families.

NOTE: The TGIFs below resemble real TGIFs from LAs across the state. Some minor formatting or editing may have been performed to make them easier to use for this exercise. Please use your TGIF cheat sheet and perspective as a WIC Counselor. Decide whether the TGIF note is good as written, whether it lacks necessary information, and whether you would like to know more if you were responsible for following up with the participant.

TGIF #1:

T: metaphors used;

G: be healthy for Julianna's health

I: 4th preg/4th live birth; csection delivery; takes prenatal and iron supplements; feels a bit weak right now d/t losing a lot of blood at delivery; is bf but supplements more often

F: f/u w/bf/iron/health

TGIF #2:

I- ct states that she is only doing formula , because she cant breastfeed . She had a normal delivery .

I- ct states that she has hiv and for that reason she cannot breastfeed . She states that the baby has not been diagnosed with hiv , the only thing is that baby is getting medice that will help him fight hiv just incase he did get infected since it was a normal vaginal delivery . Ct states that she is eating three meals a day and no snakcs . She states that she feeds baby every three hours and she doen one to almost one and a half oz of milk each time she will try to to do every two hours two oz .

F- with nuted ,and nutritionist if she needs any nutrition specifications .

TGIF #3:

G: keep feeding on demand

I: mom states baby is drinking similac advance. Drinks 5 oz every 3-4 hours. Discussed with mom the importance of not watering down formula. baby is in the 70th percentile for weight today, mom tried to bf wasn't able to due to medical conditions.

F: introduction to solids in Nov. appt.

TGIF #4:

Goal.. offer more water

TGIF #5:

T-child circles

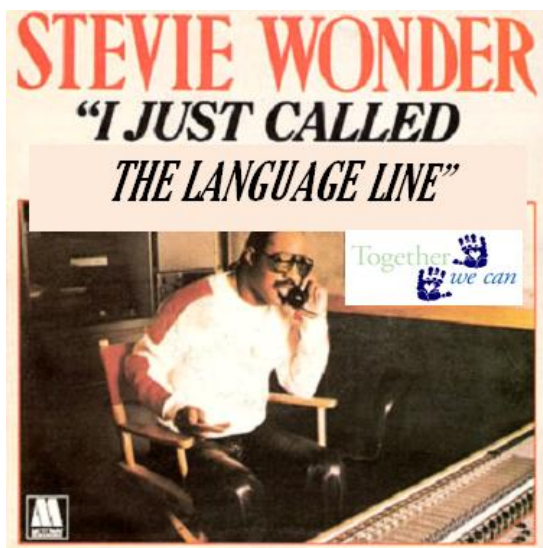
G- Picky eating, and happy mealtime.

I- I am their grandmother and i make healthy foods for them,If they don`t eat ,i save it for later.

F-Discussed healthy snacks ,choose my plate.

(To be continued... Look for more sample TGIFs and our suggested answers in the upcoming weeks. Please contact us for any questions you have regarding TGIF noting or for more samples to practice.)

"I just called the language line"



Merriam Webster offers a way to define love as the "unselfish loyal and benevolent concern for the good of another."

In 1974 the first WIC clinic opened and started showing families the love by offering resources and support to improve the health of women during pregnancy, infants and children. WIC showed the love to 88,000 participants that year.

Being so deeply moved by WIC's love for supporting families, Stevie Wonder put his feelings of devotion for a loved one into words a decade later. "I just called to say I love you" was released in 1984, after WIC had grown from 88,000 to nearly 3 million participants!

By 2012 Getting to the Heart of the Matter was rolled out and projective techniques were introduced to Arizona WIC. More than ever, WIC's love and support for families could be communicated more clearly, and offered in ways that touch the hearts and change the lives of the people who walk through our doors.



But sometimes Stevie wonders, and so do we – Is everybody feeling the love at WIC? Sometimes participants walk through the door speaking a different language than we do, and we struggle to express our care and concern in a way they understand. What can we do? Can we let people walk away brokenhearted, with unmet concerns and needs to help their precious babies?

Stevie knows the answer, and since 1984 we can sing the solution to our problem. We can CALL to find the help we need to provide our best service, and to connect with participants in the language they understand. We can call an interpreter to help us show the love to deaf and hearing-impaired participants. We can call the language line to find help listening to the concerns and providing the support we can offer to those who speak other languages.

Does that mean we have to leave the tools behind? Even by phone the projective techniques strengthen the bond we make and bring the emotion-based motivations behind concerns into the conversation.



We've been hearing great news from WIC Counselors who use the Feeling Faces and the Magic Wands in their language line and interpreter conversations. Those tools are strongly visual and need only a few words to spark the imaginations and encourage the response of our participants.

Another way for WIC to show the love through the language line or interpreter is to remember to maintain eye contact as you ask questions and listen to their responses. Although you may not know the

words, the emotions they express and your attention expresses your sincere desire to understand what they have to share.

Don't forget that you have the 3 step cards to help you invite, probe, and bridge the conversation. Use the same steps with an interpreter or translator to guide your conversation. We walk the same path to learn about what matters to our families who speak another language. The only help we need is a phone call away. And Stevie knows that call can say so much.

So next time you don't have the words to share the support and resources WIC has to offer, just make the call that shows how you feel about the families we serve. The call that says the support we offer comes from the heart.